13 July 1985

Dear Mr. Cooper,

Sorry that it's taken so long to update you on the state of the "industry" here, but, as you know, there was no industry here until a few weeks ago.

Since I wrote last summer, things here have changed dramatically. As AFRTS deteriorated steadily, and Intelsat allowed the satellite at 1°W to drift further and further from true geostationary orbit, I despaired at ever selling a 4GHz terminal. The arrangement with the Air Forces here that I mentioned last time was prohibited by the British Government, and the level of service that I was able to demonstrate didn't convince anyone who saw it that entertainment quality pictures were possible to obtain from this expensive unsightly antenna in my "garden".

The first ray of hope was the introduction of another Armed Forces feed at 1°W. this one a packaged feed for a half dozen bases in Italy called SETB-TV. The signal level on this transponder meant noise-free pictures (with bandwidth restriction) on my 12 foot

Paraclipse + 100°K LNA. The only problem was that it was on the same inclined bird that the original AFRTS feed came across on — which required a declination adjustment every few hours to keep the sparklies away!

The second bit of good news was the rapid proliferation of 11GHz services for cable systems in the U.K. + Europe. Your chart in the July CSD is an accurate description of the movie, sport, music, + children's channels available at 11GHz (with the exception that T.E.N. is now defunct + has been replaced by Mirrorvision — a subsidiary of the Mirror Group owned by Robert Maxwell (who, along with Ted Turner + Rupert Murdoch, seems to have designs on becoming a 21st century media baron).

The third shot in the arm for U.K. TVRO prospects was the government's decision to legalize TVRO, which you explained so well in July's CSD. Enclosed you'll find a London Times article announcing the decision and a copy of my lifetime license (or "licence"), a bargain at only £10.

Last, but not least important, Intelsat has changed out the bird at 1°W and increased the power of the 24 hour AFRTS feed. With my new 55°K Cal Amp LNA, I'm about 1dB below threshold with 15MHz bandwidth restriction.

The SEB-TV feed is still there, but slightly weaker. My wife, who hasn't seen 'General Hospital' for three years, is ecstatic.

With the selection of 4GHz and 11GHz signals, I've sold three 11GHz terminals this week and, my work schedule permitting, plan to lend the 5.5 foot Spun aluminum (or "aluminium") dish to prospective buyers for a 1 week trial - just like dealers in the States!

Yours,
Bill Bruner

P.S. You were mistaken about the number of professional installers here. You can add Chris Harrison of Harrison Bros. Electronics, Southend-On-Sea, Essex (who makes the box that widens the DX receiver's IF from 950-1450 to 950-1700 for Music Box) and me!

P.P.S. The British Government is too late. Once more, Western consumer electronics companies have been beaten to the punch by the Japanese. I can buy a DX downconverter from Chris & a DSB-700 from the states for half the price of the home-grown product. The Japanese invasion isn't coming, it's here.